



OBESITY AND OVERWEIGHT

NUTRITIONAL SOLUTION BY VET EXPERT



VET EXPERT OBESITY DRY 2023



**EFFECTIVE BODY WEIGHT
WITHOUT HUNGER SENSATIONS**





Proteins of animal origin as the main ingredient

Low GI source of carbs

dehydrated poultry meat (30 %), barley (18 %),

sweet potato (9 %), wheat bran (8 %), maize gluten, potato protein, poultry fat, sugar beet pulp (3 %), monosodium phosphate, glucosamine (500 mg/kg), brewer's yeast, mannan-oligosaccharides (MOS, 500 mg/kg), monocalcium phosphate, chondroitin sulphate (200 mg/kg), mojave yucca, fructooligosaccharides (FOS, 200 mg/kg), cranberry dried (0,02 %). Source of carbohydrates: barley, sweet potato.

Crude protein 30.00%

Crude fat 6.50%

Crude fibre 9.50%

Crude ash 6.00%

Moisture 8.00%

Calcium 1.00%

Phosphorus 0.90%

L-carnitine 300 mg/kg

Glucosamine 500 mg/kg

Chondroitin 200 mg/kg

MOS 500 mg/kg

FOS 200 mg/kg

3003 kcal/kg

Very low level of fat

High level of fibre

Joint support

Addition of prebiotics

Very low ME value





Proteins of animal origin as the main ingredient

Low GI source of carbs

dehydrated poultry meat (32 %), barley (20 %),

sweet potato (15,5 %), potato protein, wheat bran (6,5 %), maize gluten, poultry fat, sugar beet pulp (3 %), monocalcium phosphate, glucosamine (500 mg/kg), brewer's yeast, mannan-oligosaccharides (MOS, 200 mg/kg), chondroitin sulphate (200 mg/kg), fructooligosaccharides (FOS, 200 mg/kg). Source of carbohydrates: barley, sweet potato.

Crude protein 38.00%

Crude fat 9.00%

Crude fibre 12.00%

Crude ash 8.00%

Moisture 6.00%

Calcium 1.10%

Phosphorus 1.00%

L-carnitine 600 mg/kg

Glucosamine 500 mg/kg

Chondroitin 200 mg/kg

MOS 200 mg/kg

FOS 200 mg/kg

3040 kcal/kg

Very low level of fat

High level of fibre

Joint support

Addition of prebiotics

Very low ME value



OBESITY LINE – MAIN BENEFITS

EFFECTIVE BODY WEIGHT REDUCTION WITHOUT HUNGER SENSATIONS.



LOW CALORIES

- ✓ Reduced fat content provides lower caloric value.



L-CARNITINE

- ✓ L-carnitine supports the metabolism of fatty acids.



LOW GLYCAEMIC INDEX

- ✓ Barley as source of carbohydrates with a low glycaemic index, ensure postprandial glycaemic control in dogs.



MICROBIOME SUPPORT

- ✓ MOS and FOS prebiotics support the proper functioning of the digestive system.



JOINT SUPPORT

- ✓ Glucosamine and chondroitin supports joint function in case of excessive load caused by overweight.



OBESITY DOG – OLD vs NEW

Obesity Dog NEW		Obesity Dog OLD
+ (barley)	low glycaemic index grain	- (corn, rice)
+ (6,5%)	low fat level	- (10%)
+ (glukosamine 500mg/kg; chondroitin 200mg/kg)	joint support	+
+ (MOS 500mg/kg; FOS 200mg/kg)	prebiotics	-
3003 kcal/kg	caloric value	3100 kcal/kg



WHY OBESITY LINE?

BASIC VET EXPERT PORTFOLIO FULFILLMENT.

WELL-PLANNED COMPOSITIONS FOR THE BEST THERAPEUTIC EFFECT.

EFFECTIVENESS THROUGH POSTPRANDIAL GLYCAEMIC CONTROL AND SATISFYING EXCESSIVE APPETITE.

CONSISTENT MARKETING SUPPORT (B2B, B2C)



OBESITY LINE – MARKETING SUPPORT



SALES/TRADE SUPPORT

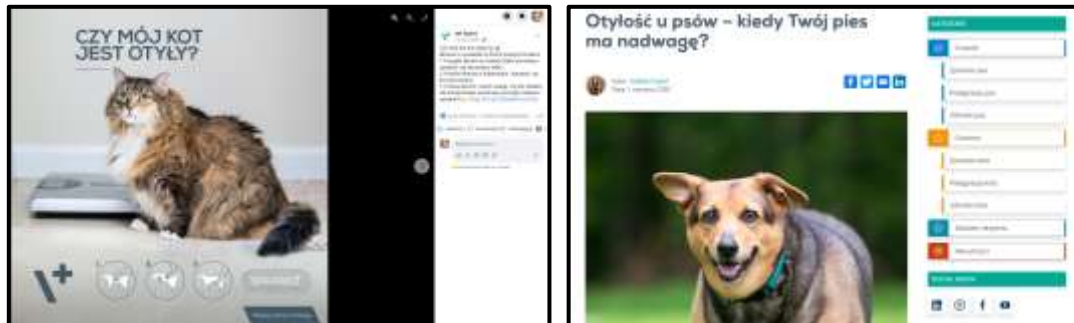
AUGUST 2023

- ONEPAGERS TO VETS
- B2C BROCHURE

B2C

AUGUST/SEPTEMBER 2023

- FB/IG CAMPAIGN – CYCLE OF EDUCATIONAL POSTS
- DIGITAL BANNERS
- B2C ARTICLE
- B2C BROCHURE



OBESITY LINE - ASSORTMENT

INDEX	PRODUCT
DSODK2	VETEXPERT VETERINARY DIET OBESITY DOG 2KG
DSODK12	VETEXPERT VETERINARY DIET OBESITY DOG 12KG
DSOCK400	VETEXPERT VETERINARY DIET OBESITY CAT 400G
DSOCK2	VETEXPERT VETERINARY DIET OBESITY CAT 2KG
DSOCK6	VETEXPERT VETERINARY DIET OBESITY CAT 6KG



DRY: 0,4kg, 2kg, 6kg
WET: 100g



DRY: 2kg, 12kg
WET: 400g

